

## **ABSTRACT**

A system is afforded for distributing scheduling content utilizing a network. A database is provided for storing content. A server is coupled to the database. The server is capable of receiving input preferences relating to parameters selected from the group consisting of: frequency, interval, time of play, and trigger events. A scheduling algorithm is executed on the server for generating schedule data. The schedule data is generated utilizing the input preferences. The scheduling algorithm is based on predetermined methods of processing these input preferences. A network is coupled between the database and the server for distributing the content and the schedule data to a plurality of output devices.